



JPPF Registry Resources - Customer service training options

Introduction:

Providing customer service is a generic component of every government organisation and the responsibility of all employees working within to deliver.

This is a training toolkit designed to support the delivery of customer service training to registry staff from the Pacific Island countries and provides information and guidance supported by resources used within the New Zealand Ministry of Justice.

This is a suggested approach with the expectation that any of these documents or resources will need to be reviewed and tailored to accommodate the individual circumstances of each Pacific Island country.

The training aims to provide staff with clarity around their responsibilities and strategies to build on customer service skills and behaviours. In order to optimise the outcomes, the training may be supported and enhanced by:

- Your senior leadership team providing guidance and clarity around their expectations for customer service delivery standards through policies, guidelines and mission statements
- Managers re-enforcing organisation objectives by monitoring and providing feedback for staff, specifically for the completed assignments, measuring and reporting on any key performance indicators
- Managers using the assignments to identify specific training needs for inclusion in the workshop training
- Trainers amending delivery resources and activities to format and tailor the content and activities to meet identified training needs.

Training pathways:

Managers will need to decide what options are best suited to meet their training needs. It may not be necessary for staff to complete everything. Accordingly, the training approach has been designed to be modular where managers can choose and customise the training options for their staff.

Resources have been provided so that managers can incorporate any or all the following training options to create a learning pathway for their staff:

- complete an assignment
- use the resource reference material for reading
- watch the videos
- attend a workshop
- create a disability job aid and
- create a customer service action plan
- evaluation

Before implementing any training, managers and trainers will need to be clear on what they want to achieve, decide on the chosen pathway and tailor any resources and instructions to match.

An explanation of how these options and resources can be used and their benefits follows.

Resource Library:

The library of resources to support customer service appears on the website, under the customer service expand button and will contain all the training document templates, links to video, additional reading material and activities. These will be added to and continue to grow over time and staff are encouraged to access them at any time.

Guide to training resources:

The training options follow, and each option also lists and identifies the recommended training resources available to support each option.

Training Options

1. Staff assignment:

We suggest that staff start by completing the assignment, giving them the opportunity to demonstrate their existing knowledge and understanding of their responsibilities and customer service awareness. The assignment is supported with a template of suggested questions to be answered that can be added to as needed.

Staff can use any of the supporting resources to assist them to complete the assignment and you are encouraged to add your own resources – these will have more relevance and be specific for your own environment.

Managers or trainers will need to customise the instructions for completion of the assignment and can either select from a list of options provided in the draft or insert your own requirements.

Resources:

- Customer Service Staff Assignment (draft)

2. Assignment assessment:

As part of the learning pathway, the manager must decide how the completed assignment is to be utilised. It will provide information that can be used for a training needs assessment to identify any additional customer service training needs as well as providing opportunities for coaching and performance feedback.

Managers can choose to complete individual assessments of the assignments and discuss them directly with staff – an aid for managers has been created as a resource to support this which contains model answers and considerations.

Another option for assessment is to have each individual staff member attend a customer service workshop and be ready to discuss their assignment responses in a group setting. The assignment would serve as preparation for the workshop and therefore be a reflective self-assessment.

Resources:

- Customer service: Managers aid for assignment

3. Video (*pending*): Customer Service – Interview with Matt Doggett

Videos have been created to support customer service training and can be included in the workshop or viewed at any time.

In this video, meet Mathew Doggett, a manager from the Registry Contact Centre where they receive and respond to 400 000 phone calls a year. Matthew tells his story from a strategic perspective for how training supports and builds from the Ministry RISE values, creating a great customer service culture.

This video can be used by managers and trainers to reinforce the customer service relationship between staff and the values and strategic direction of their organisation. Staff themselves can use the video to complete the customer service assignment and gain an understanding of how training fits within their organisation to support their learning and personal development.

Resources (*pending*):

- Video interview
- NZ MOJ strategy
- RISE values
- NZ customer service principles
- Centralised Calling Service learner guide
- Critical behaviours checklist

4. Video (*pending*): Customer Service – Interview with Court Security Officer

Customer service is applicable to everybody and to cater for the different roles at a courthouse, we hope to add additional video from a New Zealand Court security officer explaining their customer service role and responsibilities.

Resources (*pending*)

- Video interview

5. Video (*pending*): Customer Service – Interview with Lance Harrison

This resource is designed for managers or anyone who is considering creating a customer service programme into their own organisation. Watch a video interview from a project management perspective about the creation of the New Zealand customer service charter and how that was created and introduced.

Resources (*pending*)

- Video interview
- NZ customer service charter
- Customer service draft workplan
- Managers pack introducing and explaining the customer charter

6. Video (*pending*): Customer Service – Interview with Pacific Registry staff

This video hopes to provide relevance from a Pacific perspective. Watch a video interview with a staff member from one of the Pacific registries to hear about their customer service experiences sharing their stories about what customer service means in their day to day operations and how it links to staff development plans.

Resources (*pending*)

- Video interview

7. Customer service workshop

Holding a workshop provides opportunities to allow staff to test, share and imbed what they know or have covered so far. It also provides opportunity to incorporate and address any additional training needs identified from the assignments. The workshop includes discussion topics, skills practice, activities and incorporates completion of an action plan as an outcome for continued personal development.

While aimed towards group delivery, the workshop may be tailored to be completed by an individual if logistics and travel are an issue.

The workshop resources include a session plan template. This provides support specifically for the trainer to address preparation and set up.

There is also a session plan template for delivery of the workshop, that sets out the sequence and content as well as suggested delivery methods, again specifically for the trainer.

The final resource to use during the workshop is a powerpoint presentation template. This is a visual queue for the workshop participants and leads them along same sequence as the trainer's session plan for delivery.

Resources:

- Customer service workshop power point
- Customer service workshop session plan set up
- Customer service workshop session plan delivery

8. Activity: Create a customer service action plan:

This activity is incorporated into the customer service workshop and focuses on continuous improvement.

In the activity staff reflect on their customer service whether as an individual or as a team and strategize how to grow knowledge, sharpen skills, create behaviours or innovative thinking that will enhance customer service. They create an action plan ready for discussion with their manager after completion of the workshop.

Achieving the action plan may be incorporated and monitored through staff performance plans.

Resources (*pending*):

- Customer Service action plan

9. Activity: Create a disability job aid

This is an activity for staff to complete. It can stand alone or be incorporated into the workshop. The aim of the activity is to get staff to think about the needs of customers with disabilities and identify how they can respond as well as identify the supporting resources available in their areas.

When shared, the aid can become a collective tool to support and enable staff to pool resources to respond to customer needs as well as serving as an indicator of your organisations responsiveness and provide data about resourcing issues.

A hand-out used in New Zealand customer service training has also been provided to give examples of different disabilities and what services and support are offered.

Resources:

- Customer service activity – dealing with people with disabilities (job aid)
- Customers with disabilities or needs (*pending*)

10. Activity: Customer service communication skills – Active listening

This is an activity incorporated into the customer service workshop or it can be completed separately to specifically target communication skills essential for delivery of customer services.

The activity provides links to both suggested reading and a series of tv sitcom that explain what active listening is and demonstrates how to use it.

To complete the activity the learner must compile a list of at least ten things that they can do that demonstrate active listening.

A completed list has also been provided with examples that demonstrate active listening.

In the workshop situation, this list can be shared and discussed with other participants and may feed into the action plan as a skill for practice.

Resources:

- Customer service communication skills activity: Active listening
- Customer service communication skills examples

11. Activity: Customer service communication skills – De-escalation

This is an activity incorporated into the customer service workshop or it can be completed separately to specifically target communication skills essential for de-escalation.

The activity provides links to both suggested reading to explain what de-escalation is and a video that provides a demonstration of managing a difficult situation with a difficult customer using good de-escalation techniques.

There are also links to video interviews with a customer service representative and court security office telling their stories and giving their perspectives pending.

To complete the activity the learner is given a task of using their communication skills to re-phrase sentences to avoid emotional triggers.

In the workshop situation, this exercise can be shared and discussed with other participants and may feed into the action plan as a skill for practice.

Resources:

- Customer service communication skills activity: De-escalation
- Video Managing a difficult situation - demonstration of good de-escalation techniques
- Video interview with court security officer, pending
- Video interview with customer service representative, pending

12. Evaluation:

Creating the registry resources is a shared journey between the participating Pacific Island countries and JPPF, where we all play a part and contribute to the success of this program.

JPPF has developed the programme content from the initial input from Pacific Island countries and presented possible matching resources and training methodologies through storytelling, matching a need with the experience, video sharing of perspectives, ready for everybody's evaluation and consideration.

Obtaining Pacific Island expertise and feedback will allow us to address any assumptions and means the resources will go through a refining process so that the resulting products are useable and fit for purpose.

It is hoped that our combined efforts will create an environment of collaborative learning and support, where resources and training:

- assist employees to function more effectively with new concepts, information, techniques and developing their skills.
- can build up a second line of competent officers and help prepare them as part of their career progression.
- can improve the customer experience.

To make the resources successful, we actively seek your involvement in creating and refining them and need your evaluation and feedback.

We are seeking feedback from both the trainer and trainee perspectives and have developed a list of questions where the responses are invaluable to JPPF. We also have a resource for trainers to reflect on questions they should ask for their own training evaluations.

The JPPF website contains a generic feedback form that can be completed anonymously or you are invited to contact us directly by email to jppf@courts.govt.nz. Ask for some-one to contact you to talk with or email us with any comments, suggestions or other feedback.

Resources:

- Customer Service Evaluation from trainers or managers
- Customer service – trainer self-reflection

Nāku te rourou nāu te rourou, ka ora ai te iwi

With your food basket and my food basket, the people will prosper.